

**# THANKS MR. MAYOR AND MEMBERS OF CITY COUNCIL FOR ALLOWING US TO MAKE THIS PRESENTATION ON THE MEDIAC. ICE PARK FACILITY TODAY. I APPRECIATED COUNCILWOMEN RUSHEFSKY'S REQUEST DURING THE BUDGET HEARINGS TO FURTHER DISCUSS THE ICE PARK FACILITY WITH YOU.**

## **I JVIP HISTORY**

- + 1995/1996 - PARKS DEPT. NEEDS SURVEYS SHOWED ICE SPORTS / ICE SKATING FACILITY WAS ONE OF THE TOP TWO UNMET RECREATIONAL NEEDS IN SPRINGFIELD. AT THE TIME, SPRINGFIELD WAS ONE OF THE LARGEST CITIES IN THE U. S. THAT DID NOT HAVE AN ICE ARENA FACILITY.**
- + PARKS DEPT. INITIATED STUDY OF POTENTIAL FUNDING AND CONSTRUCTION OF JVIP FACILITY**
- + SPRINGFIELD CITIZENS COMMITTEE FORMED TO SUPPORT FUNDING AND CONSTRUCTION OF JVIP FACILITY (SM was Co-Founder).... OUR SUPPORT GROUP HAD OVER 300 MEMBERS AT THE TIME JVIP WAS BUILT**
- + CITY OF SPRINGFIELD HOTEL/MOTEL TAX 2 ½ CENT INCREASE PROPOSAL PLACED ON FEBRUARY 1998 BALLOT TO PROVIDE FUNDING FOR JORDAN VALLEY PARK (1.5 CENTS), WONDERS OF WILDLIFE (1/2 CENT), JVIP FACILITY (1/4 CENT) AND COMBINATION OF; DICKERSON PARK ZOO, GILLOIZ THEATRE, LANDERS THEATRE AND DISCOVERY CENTER (1/4 CENT).....ISSUE PASSED WITH APPROXIMATELY 75% APPROVAL AND CITY OF SPRINGFIELD COMMITTED TO BUILD JVIP**
- + FALL, 2000 – JVIP CONSTRUCTION STARTED AND JVIP OPENED ON 9/22/01 WITH FULL HOUSE CROWDS FOR HOCKEY GAMES PLAYED BETWEEN SMS ICE BEARS, ST. L. BLUES ALUMNI, ST. L. UNIV. BILLIKENS & ST. LOUIS STING JR. A TEAM (LATER MOVED TO JVIP AS THE SPFD. SPIRIT)**

## **II MIP GROWTH IN COMMUNITY USAGE**

- + MIP ICE SPORTS ACTIVITIES HAVE SHOWN CONTINUED GROWTH AND PARKS DEPARTMENT DIRECTOR JODIE ADAMS WILL SHARE THOSE DETAILS WITH YOU LATER IN OUR PRESENTATION**
- + MIP ICE SPORTS ACTIVITIES INCLUDE ICE HOCKEY AT THE YOUTH THROUGH ADULT LEVELS IN TRAVEL TEAMS AND IN-HOUSE LEAGUES, SPRINGFIELD HIGH SCHOOL HOCKEY AND THE MISSOURI STATE ICE BEARS VARSITY AND JR. VARSITY COLLEGIATE HOCKEY TEAMS, THE COMMUNITY OLYMPIC DEVELOPMENT PROGRAM IN ICE HOCKEY, HOCKEY TOURNAMENTS ALONG WITH LEARN TO PLAY AND SKILLS IMPROVEMENTS HOCKEY PROGRAMS.....IN ADDITION...A VERY SUCCESSFUL FIGURE SKATING PROGRAM HAS BEEN ESTABLISHED AT MIP AND MIP PUBLIC SKATING SESSIONS ARE AVAILABLE ON A DAILY BASIS AS WELL AS LEARN TO SKATE PROGRAMS.**

- + MIP MULTIPURPOSE USES NOW INCLUDE SPRINGFIELD WOLFPACK ARENA FOOTBALL GAMES / PRACTICES, MIXED MARTIAL ARTS FIGHTING EVENTS AND SERVICE AS HEADQUARTERS FOR MAJOR EVENTS HAPPENING IN THE JORDAN VALLEY PARK AREA SUCH AS TOUR OF MISSOURI....JINGLE BELL RUN....AND SNOW FEST.....**
- + MIP USAGE BY ICE SPORTS AND OTHER EVENTS PARTICIPANTS AND SPECTATORS HAS GROWN TO A LEVEL OF OVER 200,000 PEOPLE ANNUALLY NOW USING THE MIP FACILITY.....JUST SOME EXAMPLES, MISSOURI STATE ICE BEARS HOCKEY AVERAGED 940 ATTENDANCE PER GAME THIS PAST SEASON SELLING OUT MANY GAMES AT 1,100 CAPACITY....JVIP FIGURE SKATING CLUB SELLS OUT FIGURE SKATING EXHIBITION PROGRAMS**

### **III MIP FUTURE GROWTH**

- + MIP USAGE WILL CONTINUE TO GROW AND POTENTIAL NEW ACTIVITIES INCLUDE;**
  - = DRURY UNIVERSITY CURRENTLY CONSIDERING ESTABLISHING A CLUB HOCKEY TEAM**
  - = USOC PARALYMPIC SPORTS**
  - = INDOOR LACROSSE**
  - = SIGNIFICANT GROWTH IN HIGH SCHOOL HOCKEY**
  - = MORE GROWTH IN TOURNAMENTS AT ALL LEVELS**

### **IV “SEEING THE FUTURE” IS A VERY IMPORTANT FACTOR WHEN CONSIDERING THE PAST, PRESENT AND FUTURE CONCERNING MIP**

- + URGE YOU TO DROP CONSIDERATION OF SELLING MIP AND SUPPORT RETAINING MIP OWNERSHIP**
- + THE CITY COUNCIL AND CITY OF SPRINGFIELD COMMITTED TO BUILDING AND OPERATING JVIP DURING THE ELECTION PROCESS IN 1998 AND I DON'T FEEL IT IS APPROPRIATE TO NOW SAY TO SPRINGFIELD AND SOUTHWEST MISSOURI RESIDENTS....THE CITY WANTS TO BREAK THE PROMISE MADE TO VOTERS AND CITIZENS AND CONSIDER SELLING THE ICE PARK....**
- + THE MEDIACOM ICE PARK IS A FIRST CLASS ICE SPORTS FACILITY RECOGNIZED THROUGHOUT THE MIDWEST AS ONE OF THE BEST ICE SPORTS FACILITIES IN THE MIDWEST.....I CAN CERTAINLY TELL YOU MOST FOLKS WE DEAL WITH IN THE SPORT OF ICE HOCKEY IN THE MIDWEST WOULD LOVE TO HAVE A FACILITY THAT IS BOTH TOP QUALITY AND WELL RUN AS IS THE MEDIACOM ICE PARK....**

- + I APPLAUD THE CITY AND THE PARKS DEPARTMENT FOR ESTABLISHING OUTSTANDING SPORTS PROGRAMS & FACILITIES IN THE SPORTS OF GOLF... TENNIS....SOFTBALL....BASEBALL....AND MANY OTHERS.... I ALSO WANT YOU TO KNOW....THOSE SPORTS ARE ESTABLISHED SPORTS THAT HAVE BEEN IN SPRINGFIELD AND S W MO. FOR MANY DECADES....IN CONTRAST... THE ICE PARK AND ICE SPORTS HAVE ONLY BEEN HERE FOR 7 YEARS....**
- + WE HAVE MADE OUTSTANDING PROGRESS IN ICE SPORTS IN SPRINGFIELD DURING THOSE 7 YEARS AND I CAN ASSURE YOU....THE GROWTH WILL ONLY GET STRONGER AS WE PASS OUR FIRST DECADE IN THE FALL OF 2011 AND CONTINUE GROWING ICE SPORTS AND USES OF THE ICE PARK IN SPRINGFIELD IN THE FUTURE.**

## **V ECONOMIC DEVELOPMENT DUE TO MIP**

- + GROWTH OF SPRINGFIELD AND PARTICULARLY THE DOWNTOWN SPRINGFIELD AREA RESULTS FROM MANY FACTORS AND YOU CAN INCLUDE THE MEDIACOM ICE PARK AS A MAJOR FACTOR IN OUR CITIES ECONOMIC DEVELOPMENT AND GROWTH**
- + ICE PARK IS AN ANCHOR FACILITY IN THE DOWNTOWN AREA ALONG WITH THE ENTIRE JORDAN VALLEY PARK AREA....HAMMONS FIELD STADIUM ....JQH ARENA....THE JORDAN VALLEY INNOVATIONS CENTER ....THE REFURBISHED GILLOIZ THEATRE AND OTHERS.....**
- + ICE PARK BENEFITS GO FAR BEYOND JUST USEAGE LEVELS OF THE FACILITY....THE ECONOMIC DEVELOPMENT BENEFITS OF THE ICE PARK ARE VERY SIGNIFICANT....**
  - = TEAMS, FANS DRAWN TO SPRINGFIELD SPEND \$\$ ON LODGING, RESTAURANTS AND SERVICES...IN ADDITION, MANY PARTICIPANTS IN YOUTH & ADULT HOCKEY AND FIGURE SKATING TRAVEL TO SPRINGFIELD FROM OTHER S W MO. COMMUNITIES TO PARTICIPATE....**
  - = LOCAL TEAMS / PARTICIPANTS PLAYING AT THE ICE PARK SPEND \$\$ ON SERVICES, EQUIPMENT AND SUPPLIES IN SPRINGFIELD**
  - = LOCAL FANS ATTENDING GAMES / EVENTS AT JVIP SPEND \$\$ IN SPRINGFIELD BEFORE AND AFTER GAMES**
  - = A SIGNIFICANT BENEFIT OCCURS EVERY SEASON WITH THE MO. STATE HOCKEY TEAM....IN 07/08.....18 FRESHMEN WERE ON THE ICE BEARS VARSTY / JR. VAR. ROSTERS AND THEY WERE RECRUITED AND CAME TO MO. STATE BECAUSE OF THE HOCKEY TEAMS....THOSE 18 FRESHMEN DURING THEIR FOUR YEARS AT M.S.U. WILL PAY A TOTAL OF OVER \$432,000 TO M.S.U. IN TUITION FEES....THEY WILL ALSO**

**SPEND SUBSTANTIAL \$\$ IN SPRINGFIELD ON HOUSING, RESTAURANTS, ENTERTAINMENT, SERVICES AND MUCH MORE....**

**= HAVING AN ICE SPORTS FACILITY IS A SIGNIFICANT FACTOR IN DECISIONS MADE BY SELECT PEOPLE...WHEN CONSIDERING MOVING TO SPRINGFIELD.....**

**+ IN THE AREA OF ECONOMIC DEVELOPMENT....I WANTED TO MENTION THE ICE PARK IS ONE OF THE KEY FACTORS THE PARK BOARD IS BEING CONSIDERED AS A FINALIST FOR A “LEADING ECONOMIC IMPACT ON THE COMMUNITY” AWARD FROM; SPFD. BUS. JOURNAL**

**VI MIP WORTH THE INVESTMENT**

- + MIP BENEFITS PAY BACK THE INVESTMENT MADE BY THE CITY AND THE PARKS DEPARTMENT IN THE FACILITY**
- + MIP CURRENTLY HAS COSTS EXCEEDING REVENUES BY ABOUT 32% TO 34% ANNUALLY.....IN MISSOURI.... CITY OWNED ICE ARENA FACILITIES ARE SUBSIDIZED IN A RANGE OF 29% TO 46%.....**
- + MIP INVESTMENT IS A LONG TERM INVESTMENT AND I AM CONFIDENT INCREASED USAGE LEVELS AND NEW REVENUE OPPORTUNITIES WILL RESULT IN REVENUES EXCEEDING COSTS SOONER THAN EXPECTED.....**
- + I AM ALSO LOOKING FORWARD TO THE DAY THAT LIKE MANY OF OUR CITY FACILITIES IN OTHER SPORTS....THE ICE PARK FACILITY CONSTRUCTION COST GETS PAID IN FULL AND THE CITY ADDS ANOTHER OUTSTANDING ASSET FOR THE COMMUNITY AND OUR RESIDENTS**

**VII ICE PARK NAMING RIGHTS**

- + CONCLUDE MY COMMENTS BY THANKING YOU FOR APPROVING THE NAMING RIGHTS AGREEMENT FOR THE ICE PARK NOW KNOWN AS THE MEDIACOM ICE PARK**
- + IT IS A GOOD BUSINESS DECISION FOR BOTH THE CITY AND MEDIACOM WITH EXCELLENT BENEFITS FOR BOTH PARTIES**
- + NAMING RIGHTS AGREEMENTS FOR PUBLIC AND PRIVATE SPORTS FACILITIES ARE THE NORM AND NOT THE EXCEPTION....NAMING A FACILITY PROVIDES ADDED REVENUES TO ASSIST IN PAYMENT OF FACILITY CONSTRUCTION COSTS ....**

- + IN SPRINGFIELD....EXAMPLES ARE HAMMONS FIELD.....JQH ARENA AND SOON TO BE BUILT....O'REILLY FAMILY EVENTS CENTER AT DRURY UNIVERSITY....IN ST. LOUIS....HARDEE'S ICEPLEX ICE ARENA....SCOTT TRADE CENTER ARENA ....AND EDWARD JONES DOME STADIUM.....IN KANSAS CITY....PEPSI MIDWEST ICE ARENA....SPRINT CENTER ARENA**
- + THE ICE PARK NAMING RIGHTS OPTION WAS DISCUSSED WHEN THE ICE PARK WAS BUILT AND THE PUBLIC HAD FULL KNOWLEDGE OF THE FACILITY FUNDING OPTION TO NAME THE FACILITY.....**
- + ORIGINAL R.F.P.'S ON NAMING RIGHTS WENT OUT IN 2002.... R.F.P.' WERE REDONE IN 2005 AND 2006.....THE PARKS DEPARTMENT INITIATED THE NAMING RIGHTS EFFORT AGAIN AND THE DEPT. CONSULTANT CONTACTED 16 MAJOR COMPANIES ON NAMING RIGHTS.....**
- + WE APPRECIATE THE PARK BOARD FOR THEIR EFFORTS IN RE-INITIATING THE NAMING RIGHTS EFFORT FOR THE ICE PARK AND THANK MEDIACOM FOR MAKING THE INVESTMENT IN THE ICE PARK NAMING RIGHTS....**
- + MEDIACOM HAS MADE A VERY WISE MARKETING CHOICE WITH THE ICE PARK AND TENNIS STADIUM NAMING RIGHTS.... THE COMPETITION FOR CABLE TV SERVICE, HIGH SPEED INTERNET SERVICE AND PHONE SERVICE SALES IS VERY STRONG IN THE CURRENT ENVIRONMENT AND MEDIACOM IS INCREASING THEIR PRIORITY ON MARKETING.....**
- + THOSE MEDIACOM MARKETING \$\$\$ COME FROM THE SAME BUDGETS THAT BUY FULL PAGE NEWSPAPER ADS AND WOULD BE SPENT IN OTHER MEDIACOM MARKETS IF THEY WERE NOT SPENT IN SPRINGFIELD..... WE ARE GLAD MEDIACOM CHOSE SPRINGFIELD AND THE ICE PARK AND TENNIS STADIUM AS THE PLACE TO SPEND THOSE MARKETING \$\$\$\$**
- + IN CLOSING....I WANT RE-EMPHASIZE THE NAMING RIGHTS AGREEMENT IS A VERY GOOD BUSINESS DECISION FOR THE CITY OF SPRINGFIELD AND FOR MEDIACOM....IN ADDITION, THE INTEGRITY OF THE PARKS WERE NOT COMPROMISED IN ANY WAY BY THIS NAMING RIGHTS AGREEMENT...**

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**THANKS VERY MUCH FOR YOUR TIME.....I WILL BE GLAD TO ANSWER ANY QUESTIONS YOU HAVE AND AT THIS TIME....WE WOULD LIKE SPFD./GREENE COUNTY PARKS DEPARTMENT DIRECTOR JODIE ADAMS TO CONTINUE OUR PRESENTATION.....**